

**Sporting Heritage Council Agenda**  
**Wednesday, September 30, 2015**  
**Black River Falls**  
**9 am - 3 pm**

1. Introductions of new members– Kurt Thiede and members
  - Two new members. Ron Bruch – Anglers and Tony Grabski - Deer. Welcome new members.
  - We did quick intros around the table. Kurt Theide, Scott Zimmerman, Dale Maas, Mike Rogers, Tim Eisele, Nick Milroy, Keith Warnke, Ed Culhane, Bill Torhorst, Tim Andryk, Ron Bruch, Tony Grabski, Mark LaBarabara.
2. Approval of minutes from September 2014 and March 2015.  
Minutes were distributed prior to the meeting and approved at the meeting.
3. Update from the Secretary's office – Kurt Thiede
  - Pittmann-Roberston bump discussion – Increase on PR over the past year. Allows for DNR to do unique things. Section 10 not influenced by increased purchases, but WR and Section 4 are. Some things funded: D-Map, deer research, wolf work. Staff were encouraged to submit projects to utilize the dollars. How to best spend the increased dollars was discussed. We'd like to put some portion of it back into the growth areas like handgun sales.
  - Kurt discussed the criteria for proposals that were used. Four Criteria and scoring considerations:
    1. Project impact for the external customers who contribute to the excise tax on sporting firearms, archery equipment, pistols and ammunition. Will someone paying the tax see their contribution being put to good use.
    2. Overall impact of project on strategic goals, connection to agency mission and alignment with Fish, Wildlife and Habitat Management Plan
    3. Financial impact for Department is low based on match provided through outside sources or partners. Low impact based on current staffing levels. Project has multiple benefits.
    4. New or different approach, expansion of high priority existing project, addresses current need or management issue.
    5. Suggested criteria from Grabski – educational impact to non hunting public

- Alignment/core work discussion
  - AFWA update
4. National R3 (Recruitment, Retention, and Reactivation) Action Plan – Keith Warnke
    - A standing update item
    - Hunter Adoption Model
    - WOCA could be very important to moving forward
    - Being a face and utilizing partners
    - Place to hunt
    - Public schools...
    - Publicize what we need to achieve; 8-10 k *new* hunters each year. Not our children...new hunters.
    - R3 should be core activity in the alignment analysis
    - Everyone in every cons org should be mentoring someone into h/f...someone from outside the community
    - Need a better network
    - Outdoor writers are important communicators
    - Endorsed scaling down and implementing the National R3 plan in Wisconsin. This could be one of the council's main goals; implementing the plan and stopping the decline.
  5. Hunter Recruitment, Development, Training and Education grant applications – Keith Warnke
    - Increasing the maximum amount to be granted. The Council approved of this concept in March. A new proposed maximum will be submitted for discussion.
  6. Go Wild – The new Wisconsin automated licensing system – Kristin Turner
  7. Working lunch – Members Matters

Torhorst – We build too many barriers to hunting participation.

Lapse – game, place to hunt, partner

Action plan to implement National R3 plan

Take someone hunting...challenge to give back. Be example of what we want done

Bruch – Need to work angling in as well. Strategic discussions with fisheries program. Engage partners.

Grabski – Kids like to have success when hunting...pheasants and small game are better than deer for initiating kids because they have greater success.

License rewards (electronic certificate or licence fee discount) and recognition of 5, 10, 20 yr. etc. uninterrupted hunting licence purchase to enhance retention.

Recommended state-wide question at Spring WCC hearing from Mike Lane's Marathon County resolution #370315, CDAC deer population vote. Will follow up with Al Phelan/Mark Noll Deer and Elk Committee Chairs.

LaBarbara – R3 on turkey tv in spring. Hunting works for Wisconsin annual meeting last week. Hug a Hunter campaign from CO. Should have a Wisconsin version. How well did this work?

Zimmerman – LTH coons in a couple weeks. LTT at Horicon. Not hearing back on back ground checks.

Maas – Special interest groups are an obstacle. We need to integrate with non-consumptive users.

Rogers – Foodie small game? Yes, somewhere to take that effort.

Milroy – elitism is a deterrent to more kids getting involved. NA model has to be more on the forefront. Need to remove these barriers. Cast and Blast was last week. Back tag bill. Hunting age bill. Baiting bill. Blaze pink bill.

8. 1 pm – In the cars to tour the elk release pen. A presentation of overview and updates on the new elk herd from Scott Roepke. After the pen tour, maps will be available for self-guided driving tours of the new elk range.